

AMENDMENTS TO CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) A liquid crystal display comprising: a plurality of pixels arranged in a matrix, wherein each pixel includes a ~~plurality of subpixels~~ red subpixel, a green subpixel, a blue subpixel, and a white subpixel, and each ~~red subpixel, green subpixel, blue subpixel, and white subpixel~~ has a switching element, and pixels are arranged in the matrix to provide a plurality of rows of adjacent pixels and a plurality of columns of adjacent subpixels; a plurality of gate lines for transmitting gate signals for turning on or off the switching elements, ~~each wherein one of the plurality of gate line lines being connected to one of the subpixels through the switching element of the one of the subpixels~~ is located between each pair of immediately adjacent rows in the plurality of rows of adjacent pixels; and a plurality of data lines for transmitting data voltages, ~~each wherein one of the plurality of data line lines being connected to a corresponding one of the subpixels through the switching element of the corresponding one of the subpixels~~ is located between each pair of immediately adjacent columns in the plurality of columns of adjacent subpixels and polarities of voltages applied to same-colored subpixels of two immediately adjacent pixels in a row are different from each other.

2. – 20 (Cancelled)

21. (Currently Amended) The liquid crystal display of claim 1, ~~wherein at least one of same colored subpixels in a single row is connected to a gate line located in an upper side of said at least one of same colored subpixels while the others of the same colored subpixels in the single row are connected to a gate line located in a lower side of the others of the same colored subpixels~~ further comprising:

data driving circuitry coupled to the plurality of data lines and the plurality of gate lines, wherein the connection of the subpixels to the data lines and the gate lines results in subpixels of the same color that are in immediately adjacent pixels in the same row receiving voltages of different polarities when the data driving circuitry performs a driver inversion that provides different polarity voltages to immediately adjacent subpixels that are in the same row.

22. (Currently Amended) The liquid crystal display of claim 21, ~~further comprising a data driver applying the data voltage via the data line and performing an N×1~~ wherein the driver inversion is a dot inversion or a column inversion.
23. (Currently Amended) The liquid crystal display of claim 21, wherein the ~~subpixels in the same column represent the same color~~ driver inversion is a column inversion.
24. (Currently Amended) The liquid crystal display of ~~claim 23~~ claim 1, wherein subpixels in the pixels that are in the same row of adjacent pixels include a first side located immediately adjacent a first gate line of the plurality of gates lines and a second side that is located opposite the subpixels from the first side and immediately adjacent a second gate line of the plurality of gate lines, and wherein subpixels in a first pixel are connected to the first gate line through their switching elements and the subpixels that are of the same color of the first pixel and that are located in a second pixel that is immediately adjacent the first pixel in the same row of adjacent pixels in the matrix are connected to the second gate line through their switching elements, the subpixels comprise a first pair of subpixels located immediately adjacent to each other and connected to a gate line therebetween, and a second pair of subpixels located immediately adjacent to each other and connected to gate lines located in opposite sides with respect to the second pair of subpixels.
25. (Currently Amended) The liquid crystal display of claim 1, wherein subpixels that are in the same column of adjacent subpixels include a first side located immediately adjacent a first data line of the plurality of data lines and a second side that is located opposite the subpixel from the first side and immediately adjacent a second data line of the plurality of data lines, and wherein all the subpixels in the same column of adjacent subpixels are connected to ~~the first one of the plurality of gate line lines~~ through their switching elements, at least one of same colored subpixels in a single row is connected to a data line located [[in]] on a left side of said the at least one of same colored subpixels while the others at least one other of the same colored subpixels in the pixel row [[are]] is connected [[to]] a data line lines located in a right side of each of the at least one others other of the same colored subpixels, respectively.
26. (Currently Amended) The liquid crystal display of claim 25, wherein the subpixels comprise first and second pairs of subpixels,

wherein subpixels of each first pair are located immediately adjacent to each other and connected to a gate line therebetween,

and wherein subpixels of each second pair are located immediately adjacent to each other and connected to gate lines located ~~[[in]]~~ on opposite sides with respect to said each second pair, respectively.

27. (Previously Presented) The liquid crystal display of claim 26, wherein one of the first pairs and one of the second pairs are immediately adjacent to each other.
28. (Currently Amended) The liquid crystal display of claim 27, wherein each subpixel has a first side~~[[,]]~~ and a second side substantially parallel to the first side,
wherein the first pairs of subpixels comprises a first ~~type~~ pair which has an upper subpixel connected to a data line located in the first side thereof and a lower subpixel connected to a data line located in the second side thereof, and a second ~~type~~ pair which has an upper subpixel connected a data line located ~~[[in]]~~ on the second side thereof and a lower subpixel connected a data line located ~~[[in]]~~ on the first side thereof.
29. (Currently Amended) The liquid crystal display of claim 28, wherein the first ~~type~~ pair and the second ~~type~~ pair of the ~~first pair of~~ subpixels are disposed alternatively in a single column.
30. (Currently Amended) The liquid crystal display of claim 29, wherein the second pairs of subpixels comprises a first ~~type~~ pair which has an upper and a lower subpixel which are connected to a data line located ~~[[in]]~~ on the second side thereof, and a ~~second type of~~ the second pair which has an upper subpixel and a lower subpixel connected to a data line located ~~[[in]]~~ on the first side thereof.
31. (Currently Amended) The liquid crystal display of claim 30, wherein the first ~~type~~ pair and the second ~~type~~ pair of the ~~second pairs of~~ subpixels are disposed alternatively.
32. (Currently Amended) The liquid crystal display of ~~claim 34~~ claim 1, further comprising a data driver applying the data voltages via the data lines and performing a 1×1 dot inversion.
33. (Previously Presented) The liquid crystal display of ~~any one of claim 34~~ claim 1, further comprising a data driver applying the data voltages via the data lines and performing a column inversion.

34. (Currently Amended) The liquid crystal display of claim 29, wherein the second pairs of subpixels comprises a first ~~type~~ pair which has an upper subpixel connected to a data line located ~~[[in]]~~ on the first side thereof and a lower subpixel connected to a data line located ~~[[in]]~~ on the second side thereof, and a second ~~type~~ pair which has an upper subpixel connected a data line located ~~[[in]]~~ on the second side thereof and a lower subpixel connected a data line located ~~[[in]]~~ on the first side thereof.
35. (Currently Amended) The liquid crystal display of claim 34, wherein the first ~~type~~ pair and the second ~~type~~ pair of ~~the second pairs of~~ subpixels are disposed alternatively in a single column.
36. (Previously Presented) The liquid crystal display of claim 35, further comprising a data driver applying the data voltages via the data lines and performing a 1×1 dot inversion.
37. (Cancelled)
38. (New) The liquid crystal display of claim 1, wherein the subpixels in each pixel represent three primary colors and a white color that are of the same color and that are located in immediately adjacent pixels that are in the same row of adjacent pixels in the matrix are connected to different gate lines through their switching elements, respectively and wherein subpixels that are located in the same column of adjacent subpixels are connected to the same data line through their switching elements.